



## **Massachusetts Dairy Promotion Board 2014 Annual Report**

### **Overview**

The Massachusetts Dairy Promotion Board (MDPB) develops programs and policies with the objective of increasing the consumption of Massachusetts dairy products through promotion, research, and educational activities. The nine member board is comprised of representatives from the dairy farming associations, milk processors, the Department of Agricultural Resources (MDAR), and the Executive Office of Administration and Finance (ANF).

### **2014 Board Members** (appointed by the Commissioner of the MDAR)

Chairman: Mary Jordan - designee for Commissioner Greg C. Watson, MDAR

Vice Chairman: Sam Shields, Agri-Mark

Secretary: Krisanne Koebke, MA Cooperative Milk Producers Federation, Inc.

Treasurer: Darryl Williams, MA Association of Dairy Farmers

Lynne Bohan, Massachusetts Food Association

David Hanson, Agri-Mark

Kathleen Herrick, MA Association of Dairy Farmers

Warren Shaw, New England Producer Handler Association

Sean Faherty, Designee for the Executive Office of Administration and Finance (ANF)

### **MDPB Background:**

#### **Massachusetts Dairy Farm Revitalization Task Force**

On May 10, 2007 the acting MDAR Commissioner, Scott J. Soares issued a Declaration of Crisis in the Dairy Industry as a response to the Dairy Farmer Petition for Relief. One result of the Declaration was immediate action by the Governor and the Legislature to provide emergency relief to dairy farmers and to establish a Dairy Revitalization Task Force. As a result of the crisis conditions, Gubernatorial and Legislative action yielded Chapter 42 of the Acts of 2007, established the Dairy Farm Revitalization Task Force. The Task Force consisted of 17 members including three dairy farmers, six legislators, a milk processor representative, and seven various members of the Executive Branch. The purpose of the Task Force was to:

*“...investigate short and long-term solutions to preserving and strengthening the dairy farm industry in the Commonwealth. Said investigation shall include methods to promote the innovation in, and the revitalization of, the Massachusetts dairy farming community, including without limitation, investigating the impact of increased fixed costs borne by the dairy farming*

*community including, but not limited to, fuel prices, healthcare and insurance; promoting locally produced milk; and promoting alternative and renewable energy uses for farmers.”*

On November 9, 2007 a report to the Legislature was filed. The task force divided its recommendations into four categories; Alternative and Renewable Energy, Marketing and Promotion of Massachusetts Dairy Products; Technical and Financial Assistance to Dairy Farmers and Financial Safety Net Measures. The Task Force concluded that a state-qualified milk promotion and research program be established. The Task Force recommended enacting legislation to establish a **Massachusetts Dairy Promotion Board** (M.G.L. Chapter 310 Sec: 30(a).

The Massachusetts Dairy Promotion Board as stated in M.G.L. Chapter 310 Sec. 30(d), assesses a fee of 10 cents per hundredweight of all milk production that is commensurate with the credit allowed for producer contribution to state qualified programs (QP's) under the Dairy Production Stabilization Act of 1983. MDPB verifies production reports with the National Dairy Promotion and Research Board semi-annually to assure compliance with the assessment provisions of the Act.

In 2014, the following are actions were taken by the Board in accordance with the mission to develop programs and policies with the objective of increasing the positive image of Massachusetts dairy products through promotion, research, and educational activities.

#### **2014 Adopted Motions:**

- Approved allocation of \$50,000 to CISA to develop a “Buy Local” dairy campaign & research project.
- Approved allocation of \$50,000 for the NE Dairy & Food Council “Fuel Up to Play 60” school wellness and nutrition initiative.
- Approved allocation of \$15,000 to the NE Dairy Promotion Board’s “Must be the Milk” campaign.
- Approved allocation of \$14,000 to the Massachusetts Cheese Guild.
- Approved allocation of \$10,000 to Eastern State Exposition.
- Approved allocation of \$6,000 to Massachusetts Agriculture in the Classroom.
- Approved allocation of \$5,000 to Farm to School “Harvest of the Month” campaign.

**2014 Total Revenue:** \$215,957.44

**2014 Total Expenses:** \$119,052.50

**2014 carry over balance:** \$96,904.94